



# Educating & Training Your Coaching Staff

...from the bottom up





# What is “Education”?

- Teaching people how to think differently.





# What is “Training”?

- Teaching people how to think alike.





Haven for Hope

When is each appropriate?





## Education (thinking differently)

- Philosophy
- Psychology
- Medicine
- Technology
- Innovation
- Military strategy





## Training (thinking alike)

- Military tactics
- Fire response
- Police response
- Emergency medicine
- Pharmacy
- Football





## We need BOTH!

- Education = Creativity
- Training = Predictability





# Creativity

- How to “deliver the message” to a kid
- How to best serve your customers
- How to teach a stroke







# Predictability

- What “message” is delivered
- What service is delivered
- What stroke mechanics are taught





# Start at the Beginning: Strategic Planning

- VVMOST
- One-page
- Gazelles <http://www.gazelles.com/>
- Willie Pietersen, Reinventing Strategy: Using Strategic Learning to Create & Sustain Breakthrough Performance, New York, John Wiley & Sons, Inc., 2002
- V is for vegetables...and values
  - Don't skip them
  - Most conflicts are really around conflicting values





# Sample 1-page Strategic Plans

- Gazelles <http://www.gazelles.com/>
- Willie Pietersen, Reinventing Strategy





# Planning

- 4 levels of planning
- (more if you're Russian or German)
  - Career
  - Season
  - Weekly
  - Practice





# Career Plan

- Love the sport
- Great fundamentals
- Work ethic
- Elite success





# Season Plan

- SC/LC or Single-year plan
  - Most prefer SC/LC
- LC must be focus
- Energy systems & Macro-cycles
- Strength



Microsoft Office  
Excel 97-2003 Worksheet





# Weekly Plan

- A complete and balance diet
- All the parts work together
- Energy systems & mini-cycles
- Test sets
- Dryland





# Practice Plan

- “Where the rubber meets the road”







## “Is this a good workout?”

- What do you want to accomplish?
  - Motor learning vs. Physiology
  - Primary vs. Secondary objectives
  - Micro cycles
  - Dryland





# Writing (and reading) practice

- Marker board vs. Paper
- Part (ambush technique) vs. Whole





# Record keeping: Coach/Team

- 3-ring binder vs. Computer
- Practice
  - Attendance (MOST important)
  - Swimmer results
  - Coach's notes
- Handouts
- Mental
- Safety
- CYA
- Analysis
- Measurement





# Record keeping: Swimmer

- Log book
  - *Ultimate Swim Log and Goal Planner* by Aimee Schmitt
    - \$10 each plus shipping from [Aschmitt1@aol.com](mailto:Aschmitt1@aol.com)
  - *Your Swim Book: The Success Manual*
    - <http://www.yourswimbook.com/>
  - *The One and Only Cool Workbook for Advanced Swimmers*
    - [http://www.tropicalpenguin.com/Cool Swimmers Workbook.html](http://www.tropicalpenguin.com/Cool_Swimmers_Workbook.html)
- Online
- Regular review





# Teaching

- WHAT do you teach?
- HOW do you teach it?
- Training, Education, or Toolbox?





# Stroke mechanics

- Model first: VISUAL
- Video: What at each level
- Use technology (iPad is cool and POWERFUL)
  - To Teach
  - To Coordinate





# Mental Training

- Curriculum at each level
  - Mine
  - Keith Bell's *Swim to Win Playbook* <http://www.keelpublications.com/>
  - Alan Goldberg's *Swimming Out of Your Mind*
  - [http://www.tropicalpenguin.com/Swimming\\_Out\\_of\\_Your\\_MIND.html](http://www.tropicalpenguin.com/Swimming_Out_of_Your_MIND.html)
- Intentional
- Opportunistic
  - Recognizing “teachable moments”
  - Using “teachable moments”
- Values based





# Teach vs. Train: The most critical (and difficult) decision in coaching

- Early vs. Late
  - Career
  - Season







# How?

## How do I train my staff?

- Different methods for different messages
- Initial vs. Sustaining
- External vs. Internal
- Professional Development: the most important





# Professional Development

- Professional Growth Plan
- Degrees
- Certificates





# Professional Growth Plan

- Hand in glove with annual evaluation
- Starts with degrees and certificates





# Degrees

## – Collegiate path

- <http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology>

## – Club path

- <http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology>





# Certificates

- ASCA Levels <http://www.swimmingcoach.org/services/certification.htm>
- Recognized
- Appreciated
  - By employers
  - By coaches
- Beyond certification
  - Competence
  - Confidence





# Alamo Area plan was: I required one level/course per year.

- Level 1
- Level 2
- Level 3
- Writing workouts
- (old Level 5, new) Level 4
- Then, based on coaching assignment...
  - 8 & unders
  - Age group
  - Jr/Sr
- ...or Professional Growth Plan (need)
- ...or opportunity
- [https://www.swimmingcoach.org/ecom/store/comersus\\_listOneCategory.asp?idCategory=29](https://www.swimmingcoach.org/ecom/store/comersus_listOneCategory.asp?idCategory=29)





## Self-study vs. Clinic

- Clinic preferred
  - Accountability (quicker)
  - Interaction with other coaches
  - Clinician





# Local vs. National?

Really...more about timing

- Timing: before or between seasons
- In-house
  - AAAA got senior staff certified to teach courses
    - Senior: Seniority, not training group
    - Respected, retired coaches
    - Local college profs







## Asst. Coach Contracts

- Non-competes
- Off-deck requirements





# Have a non-compete built in!

- It needs to be “courts-tested” in your state.
- Typically one year max
- Media markets relate well to LSCs
- Usually have to compensate them with a signing bonus





# Build in requirement for, and compliance with:

- Annual evaluation
  - Form
  - KPIs
- Professional growth plan
- Require passing at least 1 course/certification per year

